Gopur in Assam in response to a call for Quit India Movement in 1942. was received in Doordarshan but it could not be telecast on national network of Doordarshan as the said film did not fulfil the eligibility criteria mentioned at (a) above.

However, the film was telecast from Doordarshan Kendra, Guwahati in its Regional Channel as well as in the Regional Language Satellite Channel (DD-13).

Guidelines for DAVP Advertisements to Newspapers

218 SHRI V.V. RAGHAVAN:
SHRI NAGENDRA NATH OJHA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the criteria and guidelines adopted for giving DAVP advertisements to the newspapers in the country, and

(b) the details of the DAVP advertisements given to different newspapers in Delhi during the year 1999-2000?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) DAVP advertisements are released to the newspapers/periodicals empanelled with DAVP in accordance with its Advertising Policy Guidelines, a copy of which is attached as Statement-I. *(See* below) Details of DAVP advertisements released to newspapers/periodicals published from Delhi, category-wise are given in Statement-II.

Statement-I

Advertising Policy of the Government of India

"A" Preamble:

1 .The Directorate of Advertising and Visual Publicity places advertisements in various newspapers/ journals on behalf of various ministries and departments of the government of India. A number of autonomous bodies and public sector enterprises channelise their advertising through the DAVP.

2. The primary objective of Government advertising is to secure widest possible coverage through newspapers which circulate news or comments on current affairs and standard journals on science, art. literature, sports, films, cultural affairs etc. While giving advertisements, political affiliations or editorial policies of the publication concerned are not taken into account. However, advertisements would not be issued to newspapers, journals which incite or tend to incite communal passions, preach violence, offend the sovereignity and integrity of India or socially accepted norms of public decency and morals.

"B" Policy Guidelines:

1. Keeping in view Government Policy, publicity requirements and availability of funds a balanced and equitable placing of advertisements is aimed at Government advertisements are not intended to be a measure of financial assistance to news paper s/journals. In pursuance of broad social objectives of the Government and in order to achieve parity of rate between various categories of newspapers appropriate weightage/consideration may be given to:

(a) Small and Medium newspapers/journals;

(b) Specialised scientific and technical journals:

(c) Language newspapers/journals; and

(d) Newspapers/journals published especially in backward, remote and border areas.

2. Small, medium and big newspapers/journals are categorised as under:-

(a) Small : Upto a circulation of 25,000 copies per issue.

(b) Medium Circulation between 25,000 and 75,000 copies per issue.

(c) Big Circulation above 75,000 copies per issue.

3. In selecting newspapers/publications for placing Government advertisements, the following consideration may be taken into account:

(a) Coverage of readership from different walks of life, particularly in case of national campaigns.

(b) Reaching specific sections of people depending upto the message to be conveyed. Small and medium newspapers will get major consideration in motivational/educative campaigns.

(c) Any other category of newspapers/journals/publications which Government may consider from time to time appropriate for bonafide reasons!

(d) House journals, news maganzies and souvenirs will not ordinarily be used for Government advertisements.

4. The DAVP will use newspapers/journals with a minimum paid circulation of not less than 2,000 copies Relaxations, however, may be made in the case of the following:

(a) Specialised/scientific technical journals with a paid circulation of 5000 copies per issue.

(b) Sanskrit newspapers/journals and newspapers/journals published in backward, border or remote areas or in tribal language or primarily meant for tribal readers and those published from J&K with a minimum paid circulation of 500 copies per issue.

5. Sanskrit/journals should have an uninterrupted and regular publication for a period of not less than 12 months and should comply with the provisions of Press & Registrations of Books Act, 1867 before they qualify for consideration for placing Government advertisements. For quarterly journals, they have to bring out at least 4 issues before they are considered.

6. Newspapers/journals should have the following minimum print area to be acceptable for Government advertising:

Periodicity	Print area not less than
Dailies	760 std. col. cms.
Weeklies and Fortnightlies	480 std. col. cms.
Monthlies and other periodicals	960 std. Col. cms.

Exceptions might be made in the case of newspapers/journals published in tribal language or primarily for tribal readership.

7. Circulation of all newspapers/journals should be certified by a Chartered Accountant or by a Professional and reputed accounts body or institution. Newspapers having a circulation upto 2,000 copies per issue are,

however, exempted from this requirement. The papers/journals whose circulation is found to be incorrect/faulty will become ineligible for advertisements, besides any other action which Government may deem appropriate.

Advertising Rate:

The rate-structure for Government advertisements will be worked out by DAVE on the basis of the principles enunciated above.' The DAVP will enter into appropriate rate contracts will individual newspapers/journal.

Statement-II

Category-Wise Commitment of Amount in Advertisements issued to newspapers/periodicals from Delhi during 1999-2000 (01/04/1999 to 31/03/2000)

Category	No of Papers	No. of Insertions	Total Space	Total Amount (Rs.)
Small	160	3451	137796	31,61,539
Medium	154	14,506	464788	2,05,88,481
Big	31	17,181	804338	25,55,56,931
Total	345	35,138	1406922	27,93,06,951

Allocation of Funds for .Welfare of Disabled

219. DR. A.K. PATIL: Will the Minister of SOCIAL JUSTICE AND EMPOWERMENT be pleased to state:

(a) the amount allocated to the States by Government for the welfare of the disabled during the last five years;

(b) die details thereof, State-wise;

(c) whether the amount was fully utilized during the said period;

(d) if so, the details thereof, plan-wise; and

(e) the number of the disabled benefitted therefrom, State-wise?

THE MINISTER OF STATE OF THE MINISTRY OF SOCIAL JUSTICE AND EMPOWERMENT (SHRIMATI MANEKA GANDHI): (a) and (b) A number of schemes/programmes are being implemented for the

†Original notice of the Question was received in Hindi.